

COOPERATIVE EXTENSION

Statement of Purpose

North Carolina Cooperative Extension - Catawba County Center is a cooperative educational agency sponsored jointly by the United States Department of Agriculture, North Carolina State University, North Carolina A&T State University, and Catawba County. It provides Catawba County citizens with scientifically based information and informal educational opportunities focused on local needs and issues.

Agriculture and Natural Resources

1. Seventy-five (75) nurserymen, landscape professionals, and greenhouse growers will receive training and be encouraged to adopt and use practices associated with Best Management Practices, ornamental plant selection, innovative production practices, Integrated Pest Management (IPM), alternatives to conventional practices, and environmentally sound practices related to protection of water quality. Evaluations will be based on implementation of practices taught, client self-report and participation in workshops.
2. Two thousand (2,000) citizens will show increased knowledge and awareness of proper plant selection, plant management, and/or pest management practices in residential and community landscapes. This outcome will be met through plant clinics, workshops, and individual consultations. Evaluation will be based on contact data, pre/post testing of workshop participants and follow-up surveys.
3. Twenty-five (25) pasture owners will learn about weed control in pasture through field days and newsletters. Ten (10) will adopt new weed control strategies. Three (3) forage producers will implement forage testing for their hay. Outcomes will be measured by informal feedback and surveys
4. Sixty (60) crop, dairy and other farmers will increase knowledge and implement one or more of the following farm management practices: animal waste and fertilizer management, soil sampling, crop rotation and cover crops, dairy herd management, improved herbicide selection, rates, and timings, proper pesticide use, improved variety selection, commodity marketing, and price risk management. Evaluation will be based on participation in grower meetings, workshops, clinics, and field days, informal feedback, adoption of improved record keeping and business management practices, success stories and economic impacts.
5. Two hundred fifty (250) beef and forage producers will increase their knowledge and implement one or more management practices that will improve farm profitability in 2005/06: 1) improved decision-making in feed purchasing and utilization that will result in lower feed expenses and/or higher production goals

for the farm enterprise; 2) improved marketing methods for feeder calves and replacement heifers; 3) improved knowledge of weed control options through Extension sponsored learning opportunities; 4) utilization of alternative purchasing methods for farm inputs (group purchasing programs). Two educational tours will be conducted for cattle producers to visit feeder calf buyers in the Midwest and ranching operations in Nebraska (or whatever final destination is decided by CVCA). Other learning opportunities will consist of monthly educational programs for the local cattlemen's association, on-farm demonstrations, newsletters, conferences, group learning and one-on-one contact with producers. Evaluations will be based on client participation in educational events, written evaluation tools completed by clients, personal success stories reported by clients and other evidence of practice adoption.

6. One hundred fifty (150) horse owners will increase their knowledge of horse management by participation in a variety of Extension sponsored educational events. Regional Equine Information Network System (REINS) volunteers will be utilized to reach these clients with group classroom and on-farm programs, individual contact with horse owners in their community, clinics and other outreach efforts. Some of the events planned for 2005/06 include programs on weed control and pasture management on horse farms, saddle fitting, farm management and horse waste management. REINS volunteers indicating hours of service and number of contacts will conduct evaluation via a formal monthly reporting process.
7. Fifty (50) local educators representing multiple schools and grade levels, will earn credits towards North Carolina Environmental Certification by completing various Extension sponsored workshops offered throughout the year with 100% indicating knowledge gained and 50% integrating resources into their curriculum to increase student knowledge and awareness of local environmental issues. Results will be assessed by course completion and pre and post workshop surveys.
8. As a result of Extension workshops on relevant watershed issues (i.e. Phase II Stormwater Regulations, Land Conservation, etc). Fifty (50) watershed residents and government officials and staff will become more aware, better informed on environmental issues impacting the Catawba River Basin and will adopt and promote effective practices to conserve and protect water and other related natural resources. Efforts will be evaluated using formal surveys, informal feedback from program participants, number of participants in programs, practice adoption, and comments from program participants.
9. Cooperative Extension staff will continue to assist the Litter Task Force in building strategic alliances with citizens, businesses and government to: empower individuals to take greater responsibility and action to enhance our local environment; educate individuals about litter prevention, ways to reduce, reuse and properly manage waste materials; motivate volunteers to clean-up, beautify

and improve their neighborhoods. Evaluations will be based on the development of an active coalition, increased volunteer involvement, fact gathering studies on litter and solid waste and end-of-year report.

10. Twenty (20) youth involved in short-term water resource programs on Lake Hickory and adjacent waterways. Youth will show increased awareness and knowledge about the challenges in managing the environment and natural resources. Efforts will be evaluated using formal surveys, informal feedback from program participants, and number of participants in programs.
11. Two hundred (200) citizens and yard-care professionals will increase knowledge of environmentally sensitive landscaping practices through trainings, presentations, resource development and distribution on subjects such as: composting, vermicomposting, storm water management, erosion control, utilization of native and non-invasive species, backyard wildlife habitat, xeriscaping, intelligent pest management, and cultural practices. Evaluation will be based on contact date, pre/post testing of workshop participants, and/or number of professionals acquiring and/or maintaining pesticide licenses.
12. Continue to cooperate with Catawba County Commissioners and local planning staff on farmland preservation strategies that are listed in the Strategic Growth Plan. Follow up with residents that have interests in protecting rural land with information on the options that exist. Where interest exists, work with rural communities in establishing voluntary farmland preservation districts.

4-H Youth Development

13. Thirty (30) Catawba County youth will experience mental, physical, and social growth as a result of participating in a week-long residential summer camping program offered through NC 4-H. Cooperative Extension staff will work cooperatively with local civic organizations and schools to recruit youth and identify and award camp scholarships to enable low-income youth to participate. Growth will be measured by observation, parent surveys, and personal testimonies by campers.
14. The quality of school-age childcare programs will be improved by offering on-site enrichment programs for youth and staff development training. Eight hundred (800) youth at fifteen (15) school-age childcare sites will participate in 4-H after-school programs. A total of fifty (50) school-age childcare workers will participate in workshops designed to help them improve their effectiveness in working and designing programs for youth. The value of the 4-H programs and trainings will be measured using written evaluations following on-site programs and trainings.
15. Eight hundred (800) youth will increase their knowledge of the dangers of substance use and improve targeted life skills associated with resisting substance use as a result of participating in LifeSkills, a substance abuse prevention program. Changes in knowledge will be measured using student and teacher evaluations.

16. Two hundred (200) youth will be enrolled in long-term community-based 4-H clubs. Eighty percent (80%) of the participating youth will demonstrate or report improved leadership and communication skills, self-confidence, or knowledge gain as a result of their participation. Change will be measured using written surveys to members and participation in skills building programs and competitions.
17. Fifty (50) youth will demonstrate increased knowledge gain and life skill development as a result of participating in short-term special interest workshops and programs. Special interest programs planned include Mini-Society and Speak-Up, a youth public speaking series. Written evaluations completed by parents will be used to determine program effectiveness.

Family and Consumer Sciences

18. The current financial status of American households and their future financial security are at risk especially among certain target populations. Financial security in later life, and ultimately quality of life, is affected by financial management practices and experiences in the marketplace. As a result of estate planning education, eighty percent (80%) of a projected one hundred (100) families will develop an estate plan appropriate for their circumstances and will prepare for possible future in competency and dependency. Pre/posts tests and client self-report will evaluate the progress and success of this Outcome.
19. As a result of programming efforts, one hundred (100) Catawba County families, including those with limited resources, will improve the safety and health of their working or living environments. Educational information will be dispersed through a variety of methods including workshops, discussion groups, training sessions, and personal contacts. The number of participants who increase knowledge of a safe and healthy home, workplace practices, and adopt one or more health and safety practices will measure the progress and success of this program.
20. Eighty percent (80%) of a projected two hundred adult and/or children participants will improve the quality of their lives through eating healthy, being active, and practicing health promoting behaviors. Impact will be measured by the number of people gaining knowledge as measured by pre/post tests and the number of people indicating intent to change eating or activity behaviors.
21. Eighty percent of a projected two hundred adult and/or children participants will improve the quality of their lives through eating healthy, being active, and practicing health promoting behaviors. Programming will include collaboration with Healthy Carolinians, Catawba County Adolescent Health Partnership, Children's Resource Center, Adult Nutrition Services and others. Impact will be

measured by the number of people gaining knowledge as measured by pre/post tests and the number of people indicating intent to change eating or activity behaviors

Administrative

22. To ensure the safety of staff and citizens while working or visiting the Catawba County Agricultural Resources Center with ninety percent (90%) of current Extension staff and one (1) or more representatives from other departments within the facility will attend a "Safety Response Training" conducted by December 31, 2005. The training will include facility specific instructions regarding how to handle a terrorist situation and fire/tornado threats, by December 31, 2005. The Outcome success will be measured by conducting three (3) drills (Fire, Tornado and Lock-Down) by May 31, 2006.
23. To ensure prompt, efficient, and courteous service is extended to our customers, Cooperative Extension will realize a ninety-eight percent (98%) customer satisfaction rating on a random sample survey administered to Cooperative Extension and County staff, as well as, external contractors, vendors and customers utilized by Cooperative Extension during FY 2005-06. The Outcome will be measured based on two (2) separate surveys administered in December 2005 and one in May 2006.

Cooperative Extension Services

Reinventing Department

Organization: 310050

	2003/04 Actual	2004/05 Current	2005/06 Requested	2004/06 Approved	Percent Change
Revenue					
Federal	\$8,526	\$17,013	\$0	\$0	0%
Local	18,684	19,344	21,775	21,775	13%
General Fund	227,577	244,884	267,583	267,583	9%
Total	\$254,787	\$281,241	\$289,358	\$289,358	3%
Expenses					
Personal Services	\$178,108	\$208,033	\$219,498	\$219,498	6%
Supplies & Operations	55,767	73,208	69,860	69,860	-5%
Capital	20,912	0	0	0	0%
Total	\$254,787	\$281,241	\$289,358	\$289,358	3%
Employees					
Permanent	7.00	6.50	7.00	7.50	15%
Hourly	0.00	1.00	0.50	0.50	-50%
Total	7.00	7.50	7.50	8.00	7%

Fiscal Year 2003/04 Outcome Achievements				
Total Outcomes	Achieved	Partially Achieved	Not Achieved	Success Rate
16	15	0	1	94%

Significant Changes:

This cost center reflects an increase in FTEs of .50. This is due to moving a .50 Extension Agent from the Solid Waste Fund. The other 50% of this position will be funded by the State.

Outcomes for this department continue to focus on the three core areas of the program; family and consumer education, agriculture and natural resources, and 4-H and youth development. All but one stated outcome for Fiscal Year 2003/2004 was achieved.

Based on data from the Fiscal Year 2004/05 mid-year report Cooperative Extension is on track to achieve all 16 outcomes.

Outcomes for Fiscal Year 2005/06 are more progressive with regard to increasing the service population of citizens benefitting from Cooperative Extension programs and services while also focusing on different aspects of Agriculture and Natural Resources. In particular the emphasis will be given to outcomes relevant to watershed issues and youth involved short-term water resource programs.